

**IN THE CLAIMS**

Please amend the claims 17, 18 and 21 as follows (all claims are reproduced for the Examiner's convenience):

1. (Original) A product package intended to hold a product for sale, the product package comprising:

an exterior wall including an opening, the exterior wall defining an at least substantially enclosed volume, the volume including a first volume portion and a second volume portion physically divided from the first volume portion, the first volume portion being sufficient to hold at least a portion of the product; and

a light source configured to direct light inside the second volume portion, the light being emitted through the opening.

2. (Original) The product package of claim 1, wherein the light source is a light-emitting diode.

3. (Original) The product package of claim 1, further including a light-permeable material disposed within the opening.

4. (Original) The product package of claim 3, wherein the light-permeable material is transparent.

5. (Original) The product package of claim 1, wherein the second volume portion includes a cavity defined by a wall dividing the second volume portion from the first volume portion, the wall having a reflective surface on a side of the wall facing the cavity.

6. (Original) The product package of claim 1, wherein the light source primarily directs

light in a direction other than toward the opening.

7. (Original) The product package of claim 1, wherein the light source is physically coupled to an inside of the exterior wall and primarily directs light away from the exterior wall.

8. (Original) The product package of claim 1, wherein the light source is disposed completely within the volume.

9. (Original) The product package of claim 1, wherein the opening has a shape associated with the product.

10. (Original) A product package intended to hold a product for sale, the product package comprising:

an exterior wall including a light-permeable portion and an opaque portion, the exterior wall defining an at least substantially enclosed volume sufficient to hold at least a portion of the product; and

a light source disposed completely within the volume and configured to generate light within the volume, the light being emitted through the light-permeable portion of the exterior wall.

11. (Original) The product package of claim 10, wherein the light-permeable portion includes an opening in the exterior wall.

12. (Original) The product package of claim 11, wherein the opening includes a light-permeable solid material disposed therein.

13. (Original) The product package of claim 10, wherein the light-permeable portion of the exterior wall includes a plurality of separate light-permeable sub-portions.

14. (Original) The product package of claim 10, wherein the light-permeable portion has a shape associated with the product.

15. (Original) The product package of claim 10, wherein the light source is configured to blink.

16. (Original) A product package intended to hold a product for sale, the product package comprising:

an exterior wall including a first light-permeable portion and an opaque portion, the exterior wall defining an at least substantially enclosed volume sufficient to hold at least a portion of the product;

a light pipe disposed within the volume directly behind the first light-permeable portion of the exterior wall; and

a light source disposed within the volume and configured to direct light into the light pipe, the light diffusing through the light pipe and transmitting through the first light-permeable portion of the exterior wall.

17. (Currently Amended) The product package of claim [15] 16, wherein the exterior wall further includes a second light-permeable portion separate from the first light-permeable portion, the [translucent material] light pipe being further disposed directly behind the second light-permeable portion of the exterior wall, the light further transmitting through the second light-permeable portion of the exterior wall.

18. (Currently Amended) The product package of claim [15] 16, further including a reflective layer coupled to a surface of the light pipe.

19. (Original) The product package of claim 18, wherein the reflective layer is coupled to a first surface of the light pipe, a surface of the light pipe opposite from the first surface being coupled to the exterior wall.

20. (Original) The product package of claim 18, wherein the reflective layer is metallic.

21. (Currently Amended) The product package of claim [15] 16, wherein the [translucent material] light pipe is translucent vinyl foam.

22. (Original) A product packaging filler for placement within a volume defined by an exterior wall of a product package, the product package intended to hold a product for sale, the product packaging material comprising:

a dividing wall configured such that, when the product packaging filler is placed entirely within the volume, the volume is divided into at least a first volume portion and a second volume portion, the second volume portion intended to hold at least a portion of the product;

a light source disposed such that, when the product packaging filler is be placed entirely within the volume, the light source is disposed completely within the volume and is configured to emit light into the first volume portion; and

a power source electrically coupled to the light source.

23. (Original) The product packaging filler of claim 22, wherein the dividing wall comprises foam.

24. (Original) The product packaging filler of claim 22, further including a light-permeable solid or liquid material optically coupled to the light source.

25. (Original) The product packaging filter of claim 22, wherein the dividing wall has a

reflective surface on a side of the dividing wall facing the first volume portion.

26. (Original) A product for sale and its package, comprising:

a product;

an exterior wall including an opening, the exterior wall defining an at least substantially enclosed volume, the volume including a first volume portion and a second volume portion physically divided from the first volume portion, the first volume portion holding at least a portion of the product; and

a light source configured to direct light inside the second volume portion, the light being emitted through the opening.

27. (Original) A product for sale and its package, comprising:

a product;

an exterior wall including a light-permeable portion and an opaque portion, the exterior wall defining an at least substantially enclosed volume holding at least a portion of the product; and

a light source disposed completely within the volume and configured to generate light within the volume, the light being emitted through the light-permeable portion of the exterior wall.

28. (Original) A product package intended to hold a product for sale, the product package comprising:

an external portion including an opaque portion and a light-permeable portion, the external portion defining a volume sufficient to at hold at least a portion of the product; and

a light source configured to indirectly illuminate the light-permeable portion such that light exits the product package through the light-permeable portion.